



## MTS Partners With UTV Indiagames To Launch 'Games on Demand' Through Wireless Broadband

*~ MBlaze users can access world class gaming content on the go~*

- *MBLaze customers using GoD service to get access to some of the most popular games from different genres including Action, Racing, Strategy, Education etc.*
- *MBLaze customers can enjoy a world class gaming experience through GoD service by paying just Rs. 49 per month.*
- *Service made available to all MBlaze customers through prepaid as well as postpaid platforms.*
- *The games offered in GoD are 100% legal and safe; from top publishers.*

**Mumbai, 15 November 2011:** After the recent success of Games on Demand (GoD) service on the Wired Broadband platform, UTV Indiagames has joined hands with Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 14 million wireless customers to offer their GoD service to all its MBlaze customers. GoD is an online gaming subscription service provided via broadband.

**With this partnership, MTS' MBlaze users will get unlimited access to world class gaming content at pricing starting as low as Rs. 49 per month.** With the client once downloaded, the service allows the user to play the offered games multiple times. This service will also give the user an opportunity to play any game, anywhere, anytime. The games offered on this platform will be amongst the most popular game series currently available for PC, Web and other media platforms like Need For speed, Battlefield 2, FIFA, Cricket and many more.

**Sergey Korobov, Director – Value Added Services & Product Development, MTS India said;** We are living in a time where being digitally connected is fast becoming paramount. At MTS, our endeavour has been to cater to the demand of today's 'on the move generation' by providing seamless access to high speed mobile broadband as well as high quality online content. Going a step ahead, I am immensely proud to announce the launch of Games on Demand service for our MBlaze customers. A first of its kind service, GoD provides access to more than 350 games. "

**Vishal Gondal, CEO, UTV Indiagames said,** "Year-on-year there is a surge in wireless broadband connections in India thus creating opportunity for delivering quality content to the ever increasing users on the platform. In our attempt to make gaming a main stream mode of entertainment across the country, this tie up with MTS is the perfect integration. With a bustling lifestyle choice in the country now, offering GoD through wireless connection is the perfect fitment to reach out to the users. With world class content provided across platforms through GoD we want to make sure that users gain access to quality content across platforms."



All gaming titles offered are official titles licensed from major global publishers like EA, Codemasters, Microsoft, Atari spanning across genres like Action, Arcade, Adventure, Racing, Sports etc.

As internet penetration in India is witnessing tremendous growth in the form of Wireless Broadband connections there is a surge in the digital distribution of content like video and games through this route. The GoD service which offers more than 350 games across genres on an “all you can eat model” is enhancing the service to a “download to own” model for individual games.

### More About GoD Service for MBlaze Customers

- GoD is a subscription based an online gaming service made available for MBlaze customers
- MBlaze customers can download any game, anytime, anywhere. Each game has to be downloaded only once and can be played as long as the subscription is live.
- MBlaze customers using GoD service will get access to a wide range of games from all genres (Action, Racing, Strategy), as well as the latest releases of must-have games.
- The games offered in GoD are 100% legal and safe; from top publishers.
- MBlaze customers just need to follow a simple 3-step procedure to download the games, thus making it hassle-free.
  1. Log on to <http://games.mtsindia.in> to register for the service and download the player
  2. Choose the desired subscription package
  3. Download the game of your choice and start playing online with your friends and family

### Gaming Packs

Plan	Tariff	Number of Games
Platinum Plan	Rs. 199/- per month	350 games
Gold Plan	Rs. 99/- per month	250 games
Educational Plan	Rs. 99/- per month	50 games
Silver Plan	Rs. 49/- per month	30 games

### About UTV Indiagames

UTV Indiagames is India’s integrated game developer-publisher across mobile, online and the Interactive Television. The Company has been a pioneer in the mobile gaming space and has partnered with several major game publishers and media companies in the world such as EA, Disney, THQ, Atari, Universal, Fox, Warner brothers, Sony, MTV, 2K and others whose IP has been published across global leading telecoms including Verizon, Vodafone, Airtel, AT&T, Telstra and others. Two successful IPs developed and published by UTV



Indiagames include the IPL cricket franchise for mobile, iPhone, iPad and online as well as Bruce Lee on all mobile, iPhone, iPad platforms. In India, the Company runs a subscription based PC games service called "Games on Demand" across all major broadband operators.

#### **About Sistema Shyam TeleServices Ltd**

Sistema Shyam TeleServices Ltd (SSTL) is a venture, involving equity participation by Sistema {LSE: SSA} of Russia, the Russian Federation and the Shyam Group of India. Sistema is the majority shareholder in the joint venture company which operates its telecom services under the MTS brand. MTS is well recognized in India and worldwide for its commitment to high quality and innovative telecom solutions. MTS has recently been ranked by Millward Brown as 80th most valuable brand in the world. In a short span of time, MTS in India has secured over 14 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1.2 million customers in over 200 cities across the country. For more information, please visit [www.mtsindia.in](http://www.mtsindia.in)

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